

ORDER



Orders
Order / Rev: 180315
Alt Order #:
Product Desc: Democratic Congressional Campaign Co
Estimate: 1194
Flight Dates: 10/18/12 - 10/22/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Great American Media
Buying Contact:
Billing Contact: Dan Nagelberg
 1010 Wisconsin Avenue NW
 Washington DC, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/DCCC
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: PREEMPTIBLE
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	100	\$100,725.00	\$85,616.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	100	\$100,725.00	\$85,616.25	0.00
Totals	100	\$100,725.00	\$85,616.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KMGH	10/18/12	10/22/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	M- TF--	:30	1	\$350.00	P3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1				\$350.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$350.00		0.00			
2	KMGH	10/18/12	10/22/12	7News at 530AM 7News at 530AM	CA	530AM-6AM	M- TF--	:30	1	\$350.00	P3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1				\$350.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$350.00		0.00			
3	KMGH	10/18/12	10/22/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	M- TF--	:30	5	\$625.00	P3	0.00	NM	5	\$3,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		4				\$625.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$625.00		0.00			
4	KMGH	10/18/12	10/22/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	M- TF--	:30	8	\$750.00	P3	0.00	NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		6				\$750.00		0.00			
		Week: 10/22/12	10/28/12	M-----		2				\$750.00		0.00			
N 5	KMGH	10/18/12	10/22/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	M- TF--	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1				\$450.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$450.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KMGH	10/18/12	10/22/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a M--TF--	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1		\$450.00			0.00			
		Week: 10/22/12	10/28/12	M-----		1		\$450.00			0.00			
7	KMGH	10/18/12	10/22/12	The View THE VIEW	CA	10A-11A M--TF--	:30	5	\$1,000.00	P2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		4		\$1,000.00			0.00			
		Week: 10/22/12	10/28/12	M-----		1		\$1,000.00			0.00			
8	KMGH	10/18/12	10/22/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P M--TF--	:30	5	\$500.00	P2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		4		\$500.00			0.00			
		Week: 10/22/12	10/28/12	M-----		1		\$500.00			0.00			
9	KMGH	10/18/12	10/22/12	The CHEW The CHEW	CA	1157A-1P M--TF--	:30	5	\$450.00	P2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		4		\$450.00			0.00			
		Week: 10/22/12	10/28/12	M-----		1		\$450.00			0.00			
10	KMGH	10/18/12	10/19/12	General Hospital General Hospital	CA	2P-3P ---TF--	:30	3	\$450.00	P2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		3		\$450.00			0.00			
11	KMGH	10/18/12	10/22/12	3P-4P M-F Rotator/KMGH Katie Couric	CA	3P-4P M--TF--	:30	5	\$400.00	P3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		4		\$400.00			0.00			
		Week: 10/22/12	10/28/12	M-----		1		\$400.00			0.00			
12	KMGH	10/18/12	10/22/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P M--TF--	:30	5	\$425.00	P3	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		4		\$425.00			0.00			
		Week: 10/22/12	10/28/12	M-----		1		\$425.00			0.00			
13	KMGH	10/18/12	10/22/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P M--TF--	:30	5	\$850.00	P3	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		4		\$850.00			0.00			
		Week: 10/22/12	10/28/12	M-----		1		\$850.00			0.00			
14	KMGH	10/18/12	10/22/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P M--TF--	:30	5	\$2,975.00	P1	0.00	NM	5	\$14,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		4		\$2,975.00			0.00			
		Week: 10/22/12	10/28/12	M-----		1		\$2,975.00			0.00			
15	KMGH	10/18/12	10/22/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P M--TF--	:30	5	\$2,975.00	P1	0.00	NM	5	\$14,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		4		\$2,975.00			0.00			
		Week: 10/22/12	10/28/12	M-----		1		\$2,975.00			0.00			
16	KMGH	10/18/12	10/22/12	Nightline Nightline	CA	1037P-1103P M--TF--	:30	5	\$1,000.00	P3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		4		\$1,000.00			0.00			
		Week: 10/22/12	10/28/12	M-----		1		\$1,000.00			0.00			
17	KMGH	10/18/12	10/19/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A ---TF--	:30	3	\$325.00	P3	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		3		\$325.00			0.00			
18	KMGH	10/17/12	10/19/12	430-5A News M-F/KMGH 7News at 430am	CA	430A-5A --WT---	:30	2	\$50.00	P3	0.00	NM	2	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	KMGH	10/17/12	10/19/12	430-5A News M-F/KMGH 7News at 430am	CA	430A-5A -- WT---	:30	2	\$50.00	P3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-- WT---		2		\$50.00		0.00				
19	KMGH	10/18/12	10/19/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P --- TF--	:30	2	\$2,500.00	P2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	--- TF--		2		\$2,500.00		0.00				
22	KMGH	10/17/12	10/17/12	ABC Wed C Revenge	CA	9P-10P -- W----	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-- W----		1		\$6,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KMGH	10/15/12-10/21/12	ABC Wed C		9P-10P	-- W-----	:30	(\$6,000.00)		0.00	NM		
	See MG 22.2													
	2	KMGH	10/21/12-10/21/12	ABC Sun D		9P-10P	-----Su	:30	\$6,000.00		0.00	NM		
	Ⓜ MG for 22.1 10/17													
23	KMGH	10/18/12	10/18/12	ABC Thurs B Grey's Anatomy	CA	8P-9P --- T---	:30	1	\$8,000.00	P1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	--- T---		1		\$8,000.00		0.00				
24	KMGH	10/19/12	10/19/12	ABC Fri B Primetime	CA	8P-9P ---- F--	:30	1	\$2,425.00	P1	0.00	NM	1	\$2,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	---- F--		1		\$2,425.00		0.00				
25	KMGH	10/20/12	10/20/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A -----S-	:30	1	\$225.00	P3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1		\$225.00		0.00				
26	KMGH	10/20/12	10/20/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A -----S-	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		2		\$400.00		0.00				
27	KMGH	10/20/12	10/20/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p -----S-	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		2		\$450.00		0.00				
28	KMGH	10/20/12	10/20/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A -----S-	:30	2	\$600.00	P3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		2		\$600.00		0.00				
29	KMGH	10/20/12	10/20/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P -----S-	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1		\$625.00		0.00				
30	KMGH	10/20/12	10/20/12	SAT LF 1037P Til Death	CA	1037P-1137P (10:37 PM-11:05 PM) -----S-	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1		\$125.00		0.00				
31	KMGH	10/20/12	10/20/12	SAT LF 1137P Scrubs	CA	1137P-1207A -----S-	:30	1	\$75.00	P3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1		\$75.00		0.00				
32	KMGH	10/21/12	10/21/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A -----S	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1		\$200.00		0.00				
33	KMGH	10/21/12	10/21/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	2	\$300.00	P3	0.00	NM	2	\$600.00

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33	KMGH	10/21/12	10/21/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	2	\$300.00	P3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		2		\$300.00		0.00			
34	KMGH	10/21/12	10/21/12	THIS WEEK w/George SCA This Week	CA	8A-9A -----S	:30	1	\$1,000.00	P3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$1,000.00		0.00			
35	KMGH	10/21/12	10/21/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	1	\$375.00	P3	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$375.00		0.00			
36	KMGH	10/21/12	10/21/12	SUN 4PM Inside Edition	CA	4P-430P -----S	:30	1	\$150.00	P3	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$150.00		0.00			
37	KMGH	10/21/12	10/21/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	1	\$525.00	P3	0.00 NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$525.00		0.00			
38	KMGH	10/21/12	10/21/12	ABC Sun D GCB	CA	9P-10P -----S	:30	1	\$4,000.00	P2	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$4,000.00		0.00			
39	KMGH	10/21/12	10/21/12	SUN Sports Extra-KMGH 10P News Sunday Sports	CA	1037P-11p -----S	:30	1	\$550.00	P3	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$550.00		0.00			
40	KMGH	10/21/12	10/21/12	SUN LF 11P Castle	CA	11P-12A -----S	:30	1	\$225.00	P3	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$225.00		0.00			
41	KMGH	10/21/12	10/21/12	SUN LF 12A Castle	CA	12A-1A -----S	:30	1	\$100.00	P3	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$100.00		0.00			
											Totals	100	\$100,725.00